AN INFORMATION DISTRIBUTION SYSTEM AND METHOD THAT ORGANIZES LISTINGS USING TIERS

ABSTRACT OF THE DISCLOSURE

A system and method for distributing information (collectively the "system") is disclosed. The system can, but need not, include category-based and geography-based attributes to better "focus" the information distributed by the system. In the processing of listing-based attributes (e.g. attributes limited to a particular listing), the system can also be influenced by relationship-based attributes (e.g. attributes between the administrator of the system and the advertisers, and even potentially users). If desired, the system can accommodate the ability of advertisers to modify or enhance the display characteristics relating to information records in order to further differential listings and advertisers. The ability to organize listings into tiers can also be incorporated into the system. By organizing listings into tiers, the system may be more effective in maximizing competition at all ends of the listing continuum, and not just the competition for the top position or two.